



UPDATE

Montana Department of Commerce

Tourism Development Program Receives Award

For its outstanding tourism development funding programs, the Montana Commerce Department's Travel Montana program has received a "Best Practices in Tourism" Award from Georgia Tech's Economic Development Institute (EDI).

"Travel Montana has demonstrated a commitment to tourism planning and development in addition to marketing that is rarely found in a state agency," noted Dr. Rich Harrill, Senior Business Associate with Georgia Tech's EDI. "That is what's outstanding about Montana's program and why it was selected."

"We are delighted by the 'best practices' designation awarded the Montana Promotion Division's tourism development and education efforts," said Betsy Baumgart, administrator of the Montana

Promotion Division, Montana Department of Commerce. "To its credit, the state's tourism and recreation industry has recognized that real success involves providing visitors a quality experience while helping Montanans improve their communities' economic and social well being. Our tourism development programs are just one tool in that effort."

The Department of Commerce tourism development funding programs include:

Tourism Infrastructure Investment Program (TIIP):

Since its creation in 1995, TIIP has provided \$1.86 million for 40 tourism-related attraction construction, rehabilitation or expansion projects in 28 Montana communities. This state tourism "bed tax" investment has resulted in over \$23 million in tourism projects.

Community Tourism Assessment Program (CTAP):

Thirty-two Montana communities have participated in this tourism "self help" program since 1991. The Department of

Commerce provided them with \$406,000 to help finance tourism-related projects.

Special Event Grants Program (SEGP):

Since its creation in 2002, SEGP has helped 21 Montana communities create new or expanded annual events designed to attract visitors from outside a 100-mile radius. It has invested \$201,000 in tourism "bed tax" funds to assist in marketing or operating these events.

This is the second "Best Practices" Award for the state's tourism program. In 2002, the department's internet tourism marketing program was recognized for excellence by EDI.

Ski Ticket Giveaway

Heather Swanson of Great Falls will never have to buy another ski lift ticket in Montana



for the rest of her life. Out of more than 38,000 entries, Heather was chosen as our Grand Prize Winner of the "Ski Pass for Life." The Ski Pass for Life became the coveted prize of this first-of-its-kind winter in-state promotion. Montana Department of Commerce Promotion Division partnered with the Montana Ski Areas Association, MacKenzie River Pizza Company and Big Sky Airlines in this campaign aimed at promoting increased in-state travel in winter and educating Montanans about all the great winter

Preliminary 2003 Nonresident Travel Estimates for Montana (2003\$)

Institute for Tourism & Recreation Research - University of Montana

	Average Daily Per Travel Group (group size=2.44)	Allocation by Sector	2003 Total Expenditures
Campground/RV Park	\$2.54	2.2%	\$40,500,000
Hotel/Motel/B&B	\$13.52	11.6%	\$215,800,000
Gasoline/Oil	\$26.12	22.4%	\$416,900,000
Restaurant/Bar	\$23.91	20.5%	\$381,700,000
Groceries/Snacks	\$8.60	7.4%	\$137,300,000
Retail Goods	\$24.71	21.2%	\$394,400,000
Guides/Outfitters	\$4.18	3.6%	\$66,800,000
Auto/RV Rental & Repair	\$7.21	6.2%	\$115,100,000
Transportation Fares	\$0.54	0.5%	\$8,600,000
Licenses/Entrance Fees	\$2.97	2.5%	\$47,400,000
Miscellaneous Services	\$2.23	1.9%	\$35,600,000
Total	\$116.53	100.0%	\$1,860,100,000

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recreation opportunities available in their own backyard. Montanans spend an average of 73 percent of their travel dollars on out-of-state trips. This winter campaign was designed to encourage Montanans to spend some of their winter vacation dollars in-state, frolicking in the snow while infusing our local economies with valuable tourism revenue. In addition to the Grand Prize, there were weekly drawings for ski packages, including airfare and lift tickets. Advertising for the campaign included television, radio, newspaper, billboards, as well as in-store materials.

SEGP Recipients

Malta, Sidney, Butte, Lewistown, Billings, Whitefish and Dillon were awarded a total of \$50,000 from the Montana Department of Commerce Promotion Division's Special Event Grants Program (SEGP). This program utilizes "bed tax" funds to assist in the promotion and implementation of tourism-related events.

The seven 2004 SEGP awards are:

- \$2,500: Malta—Dino Days
- \$2,875: Dillon—Third Annual Lewis & Clark Festival
- \$5,000: Billings—High Plains BookFest
- \$5,000: Whitefish—Whitefish Polar Bear Express
- \$7,000: Lewistown—Montana Winter Fair
- \$10,500: Sidney—Wings of Freedom Air Show
- \$17,125: Butte—An Ri Ra

The Special Event Grants Program (SEGP) was developed in 2002 to create and sustain economic development through the creation and/or substantial enhancement of an

annual, ongoing event. Deadline for the next round of grant applications will be mid-January 2005.

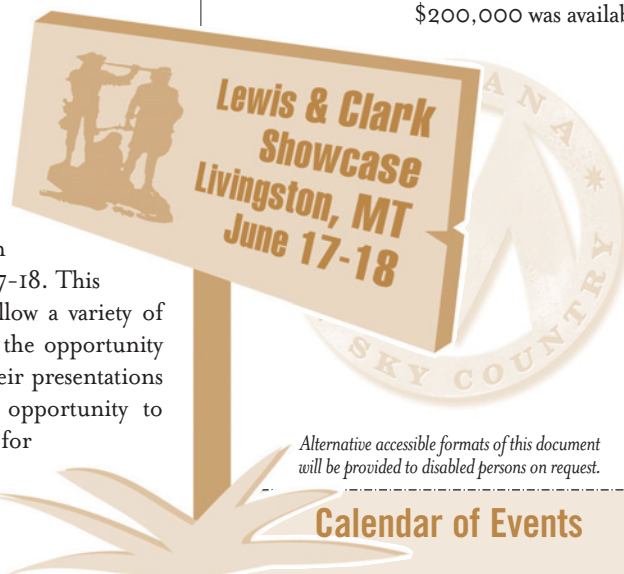
Lewis & Clark Showcase

Make plans now to attend or participate in the Lewis & Clark Performing Arts Showcase to be held in Livingston, MT, on June 17-18. This "showcase of talent" will allow a variety of Lewis & Clark performers the opportunity to make others aware of their presentations and will be an excellent opportunity to preview and book talent for community programs and events. For more information on performing in this showcase, please contact Gail Brockbank, Premier Planning, (406) 442-4141, or by e-mail at gailb@mt.net.

Grant Application Forms Available

Applications for the 2004 Tourism Infrastructure Investment Program (TIIP) Grants are available electronically or in hard copy. The electronic information is located at www.travelmontana.state.mt.us/newsandupdates/TIIPAP04.htm. TIIP Grant Guidelines and Frequently Asked Questions are also available in the News & Updates section of the site. If you prefer a hard copy of the application, contact Victor Bjornberg, 841-2795, or e-mail him at victor@visitmt.com.

The funding pool for the 2004 TIIP Grants will be announced in June 2004. It is expected to be similar to last year, when \$200,000 was available.



Alternative accessible formats of this document will be provided to disabled persons on request.

Calendar of Events

April

- 5-6 Governor's Conference on Tourism & Recreation, Billings, MT
- 14-15 Affordable Meetings Mid-America, Chicago, IL
- 15-23 Governor's Tourism & Agriculture Trade Mission to Asia
- 24-28 TIA's International Pow Wow Trade Show, Los Angeles, CA

May

- 8-16 National Tourism Week
- 14-17 RMI Round-Up, Cody, WY

For all of the latest Montana tourism industry information log on to:
travelmontana.state.mt.us



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